

# The House of Tarq Manifesto



## **CSR in India isn't emerging - it's established. Which is why it's time to build higher.**

What began as Corporate Social Responsibility must now evolve into Corporate Social Returns - returns that don't just check boxes but change trajectories - for communities, for governance, and for business itself. Because impact isn't charity. It's strategy.

And yet, for too long, impact leaders have found themselves stuck - As donors in NGO rooms, Misfits in corporate boardrooms, Losing control over on-ground narrative, And spectators to their own intent.

It's not for lack of heart. It's for lack of systems that see the whole - and stitch it into one story.

## **THAT'S WHERE THE HOUSE OF TARQ STEPS IN.**

Named for reason - and born for relevance - Tarq is where Social Impact Space finds its centre.

### **A centre where:**

Corporate conscience meets community intelligence  
Nonprofit ecosystems are shaped to be Corporate Social Return-ready  
Strategy decks translate into measurable social outcomes  
And CSR stops being an obligation - and starts being a business edge

Because it's time the "S" in CSR stood for Social with sense, strategy, and shared value - not just spending.

## **The House of Tarq is built for the next chapter!**

A chapter where CSR is no longer a sidecar to business - it drives business growth, trust, and transformation hand in hand.

We don't just believe impact should be done better.  
We believe it should be done right .

With clarity, with coherence.

## **Here comes: The House of Tarq**

## **Because this is Where Reason Meets Impact.**

With hope and gratitude,  
On behalf of the team,



For more information, please visit:  
[www.tarq.org](http://www.tarq.org) | [www.tarqfoundation.org](http://www.tarqfoundation.org)